SciLeads

Cold Email Clinic

Fix Your Text Live



with Laura Haldane

scileads.com

Who should be here?

- Sales, Marketing and Product teams who want responses to scientific outreach
- People who use Email, Linkedin, or Phone calls for outreach

Agenda

- Why are we here?
- Recap The anatomy of a good outreach email
- Example templates of good old outreach
- How to follow-up effectively
- Does and don'ts
- Examples in the wild
- Re-writing your messages (pop anonymously in the Q&A box!)

Yes it's being recorded yes I'll share the slide deck after

SciLeads

Let’s talk about ELRIG Drug Discovery

SciLeads

Every exhibitor had SciLeads access...

- 🧡 Publications, tradeshow, grant, funding data in seconds.
- 🧡 Top keywords for every person and company.
- 🧡 AI draft message tool; including that context!
- 🧡 Support from the SciLeads team to get going.

...so what happened?

SciLeads



Dear Laura,

With less than 1 week to go the BMG LABTECH team are getting ready to attend what is set to be another fantastic ELRIG event celebrating the best in Drug Discovery Science!

We invite you to join us at **Stand D3** to meet our team of experts in microplate reading. Discover the latest innovations and learn how we can support your drug discovery efforts.

****Celebrating 35 Years of Excellence****
As we mark our 35th anniversary, we're excited to share the latest innovations and continue our commitment to advancing scientific research.

****What to Expect:****

Reply Forward

99+

SciLeads



Reply Forward

SciLeads



Hi Laura,

Attending ELRIG Drug Discovery 2025 in Liverpool?
We invite you to visit SynVivo at **Booth A16** to explore how our vascularized Organ-on-a-Chip systems are transforming human-relevant modeling, predictive analytics, and translational drug discovery. SynVivo's patented microfluidic technology recreates real human tissue architecture and flow dynamics, enabling quantitative insights into barrier integrity, immune interactions, and drug efficacy.

We'll be showcasing both our expanded Organ-on-Chip product platform and a collaborative poster with Kolaido focused on AI/ML-enhanced predictive modeling.

Featured Organ-on-a-Chip Products and Services

- SynBBB™ Blood–Brain Barrier: Quantitative CNS permeability and drug transport
- SynRAM™ Inflammation: Immune–

Reply Forward

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programs from development through to cGMP/commercial manufacturing.

With over **20 years of experience** in the **biologics & Gene Therapy** space, our site served as the subject matter expert (SME) for all Allergan biologics prior to our acquisition by Pharmaron in 2021. This legacy of excellence continues today, with a strong track record in delivering high-quality, compliant, and scalable solutions for both clinical and commercial supply.

Our core services include:

- Process & Analytical Development: Robust upstream/downstream and assay development capabilities. Many translational projects undertaken!!!
- cGMP Manufacturing: Clinical production under MHRA and global regulatory standards.
- Quality & Regulatory Support: Strong compliance culture and experience supporting global filings.

We would appreciate the opportunity to be evaluated for inclusion on your approved vendor list, should a relevant opportunity arise in the future. We are confident our capabilities and history of delivering complex biologics/gene therapy make us a valuable partner for your supply chain.

Please don't hesitate to get in touch for further information or to arrange an introductory discussion at ELRIG.

Would you be available for an introductory meeting at Elrig, 22nd October? Please let me know your availability. It would be great to hear your story!!

Look forward to hearing from you.

Best Regards,

Reply Forward

SciLeads

crystal@goportalbio.... 3 days ago

to me

Laura,

Nice to e-meet you - one of our team members flagged your work to me and I wanted to reach out to see if you'd like to meet at ELRIG next week to explore potentially working together under our beta program.

Just a quick intro, I'm Crystal, a senior scientific partner at Portal and we developed a novel intracellular delivery platform that enables delivery of virtually any cargo (even impermeable ones like entire proteins and antibodies) into any cell type without disrupting underlying cell function - which opens up huge opportunities in drug discovery for screening and assays in live cells. We launched Portal 2 years ago and now have over 100 collaborators including a majority of the top 10 pharma.

For example, some of our partners are using the technology to screen peptides and macrocycles in live cells. We've also been working with Promega on their LgBiT/HgBiT assays without the need to engineer cell lines or lyse the cells. We've also loaded cells with their impermeable tracers for NanoBret assays. Most recently, we delivered 4 antibodies into live cells for detection of POI levels based on Lumit signal.

Would be happy to set up a mutually exploratory meeting if there's interest!

Talk soon,
Crystal

Crystal

SciLeads

MOLECULAR DEVICES

ADVANCING DISCOVERY

Join us at ELRIG's Drug Discovery

View in browser



Join us at ELRIG's Drug Discovery

We look forward to seeing you at ELRIG!

Join us on booth G06 to see how you can bring life-saving therapeutics to markets faster. Our expert team will be on hand to discuss your research and show how we can help - from offering high-content imaging systems and microplate readers to assay-ready organoids and automated cell culture solutions.

We will also be demonstrating our AI-powered IN Carta® software - book your slot today!

SciLeads

ATELERIX



Yes, Another ELRIG Email… But This One Won't Bore You

Dear Laura,

Against all odds, we're sending another ELRIG email. But stick with us, there's actual news (and hedgehogs). We'll be at ELRIG Drug Discovery 2025 in Liverpool, 21–22 October, and we promise this is worth your scroll. Visit us at **Booth G28**.

Reply

New

SciLeads

The Structure of a Good Email

Personalized subject line

Hi X,

Reason for outreach, personalized to customer's work.

How my offering connects to customer's work.

Personalized, specific, single CTA

Best wishes,

Name

Job Title, Phone number

SciLeads

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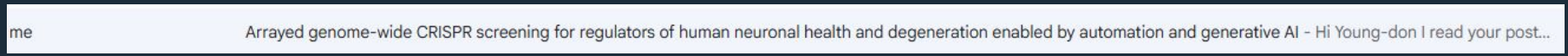
SciLeads

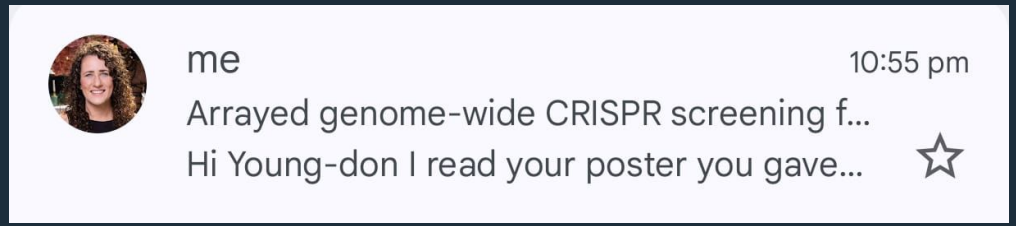
Personalized subject line

The customer sees;

- Your name
- Subject line
- Opening line

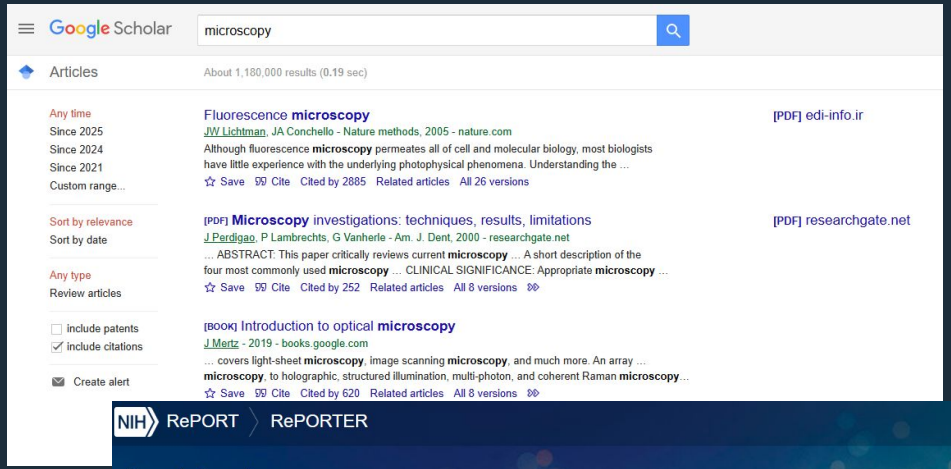


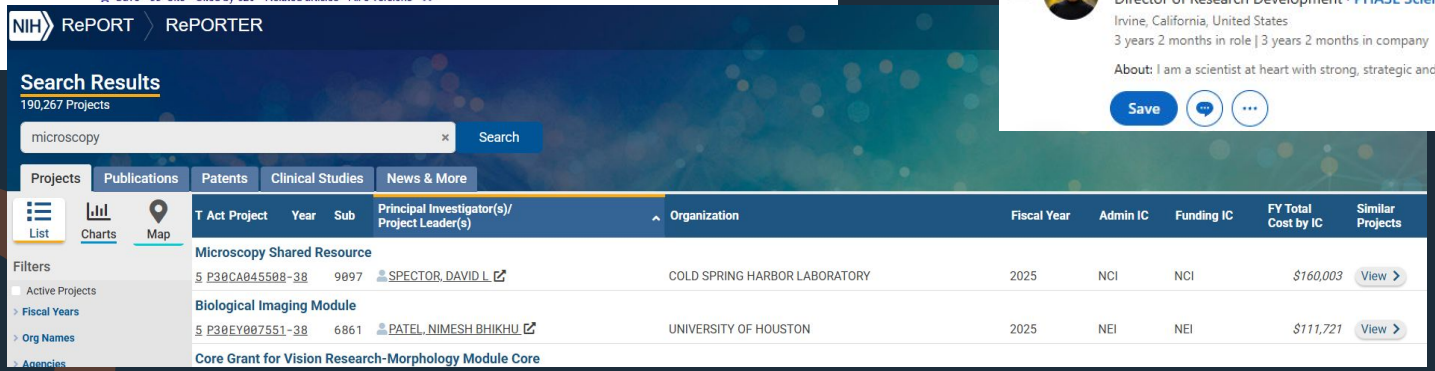


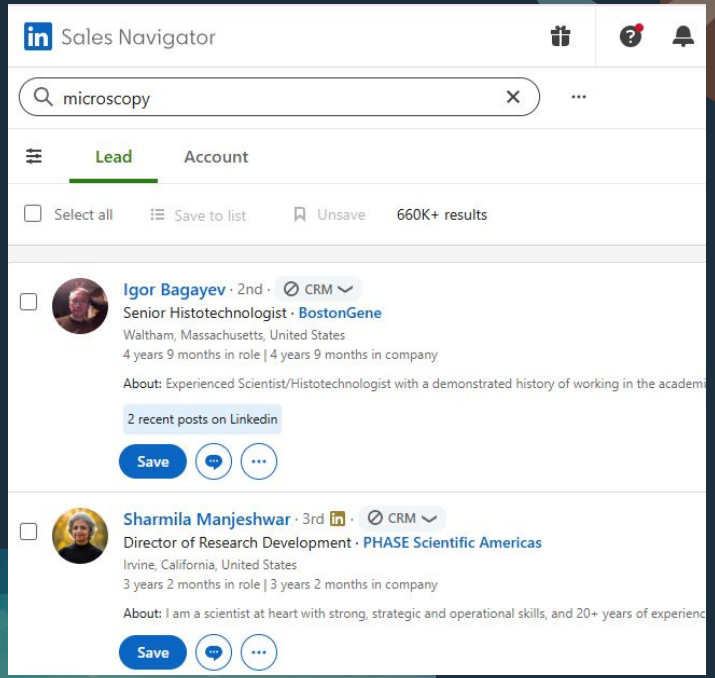


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Sources for Personalization







SciLeads

Personalized Context

We just launched our best microscope yet. It features our highest quality optics achieved with a unique proprietary glass formulation that gives superior resolution.



It’s all about YOU

I saw your ELRIG Drug Discovery poster on <poster title> - given your work in this space I think our new microscope will be interesting.



It’s all about THEM

SciLeads

Connect My Product to Your Work

Here's our library of case studies:

www.company.com/case-studies

Here's an example of Emerald Pharma's work on Alzheimer's and amyloid plaques;

www.company.com/case-studies/emerald-pharma-amyloids



CUSTOMER does the work.



YOU do the work.

SciLeads

Personalized, Specific, Single CTA

Would this be of interest?

Could I send you a white paper?

You can book a time on my calendar here (link).



Vague, easy answer is no, not confident, work on the customer.

I am at ELRIG next week in Liverpool and wondered when was the best time to meet? I have 2 slots remaining, would you prefer Tuesday afternoon or Wednesday morning?



Specific, direct, let the question hang.

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Sign-off; useful and personalized!

Best wishes,

Sales Specialist

02895 929005



Sales-led, different geography.

Best wishes,

Application Specialist

+1 415 663 5194



Science-led, customer's geography.

SciLeads

Use a Tradeshow

Subject “Aberration measurement and correction for ultrafast two-photon fluorescence imaging”

Hi Jun,

I spotted your presentation that you gave at ELRIG last week and found it really interesting. Unfortunately I wasn’t able to make it to Liverpool to say hello. Could we have a quick call instead to chat about your research as am the person to chat to at Berkeley for all your microscopy needs :)

Does tuesday afternoon or Wednesday work best?

Kind Regards,

Application Specialist

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Application Specialist

SciLeads

Emerging Biotech

Subject AlbionVC?

Hi Ben,

Congrats on closing your Seed round with AlbionVC. It's always a lot of work but absolutely worth it to have the right partner.

I am pinging because I wanted to send you this case study from X, a similar early stage Biotech also working in the neurodegenerative space: www.actuallinktopdf.com

I'd love to find out more on what you're working on and chat more about how we could support you at this phase of your growth. Does tuesday afternoon or Wednesday work best?

Kind Regards,

Application Specialist

SciLeads

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Kind Regards,

Application Specialist

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Example

ARIMA GENOMICS

Arima Genomics develops advanced solutions for 3D genomic mapping.

They faced the task of building scalable, personalized campaigns that reached key decision-makers, encouraged them to respond, and aligned with their research interests.

By combining SciLeads' high-quality data with AI-driven email personalization, Arima Genomics achieved exceptional results often associated with multi-email campaigns—all in their first outreach. This streamlined approach saved valuable time and resources while driving impactful engagement with researchers and decision-makers.

17% 1st email response rates

Arima Genomics achieved a 17% response rate to their initial cold emails, significantly higher than the typical 9% rate for 1–3 email sequences and nearly equaling the 20% averages seen in extended campaigns of 4–7 emails (source: Woodpecker.io)

Recent Grant Award

Subject All-Optical Interrogation Of Hippocampal Circuits In Head-Restrained And Freely-Moving Mice

Hi Johannes,

Congrats on this week's grant award! It made me think of this publication where the team used our microscope to do similar optogenetics work.

I'm free next week to give you more background on the setup they used for this, how does Tuesday afternoon or Wednesday morning look for you at the moment?

Kind Regards,

Application Specialist

SciLeads

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Application Specialist

SciLeads

Recent Publication with Competitor

Subject: An In Vitro 3D Collagen-I Model for Studying Trypanosoma cruzi Trypomastigote Motility

Hi Valeria,

I read your publication and noticed you were using X's imaging software. I'd love to get your feedback on how it's working for you and set you up with a trial of our software.

Would Wednesday work better than Thursday?

Kind Regards,

Application Specialist

SciLeads

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Would Wednesday work better than Thursday?

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Application Specialist

SciLeads

Visit in in their Location

Subject: GSK Stevenage

Hi Mike,

I'll be in Stevenage next week meeting with your colleagues. I'd love to drop in with you as I'd be really interested in hearing more about your Strategy for Identifying Rational Sensitivity Analysis Using PBPK Modeling for Precipitant Drug-Drug Interaction Predictions as it's really relevant to our (insert product).

I've two slots remaining at the moment, would Tuesday morning or wednesday afternoon work best?

Kind Regards,

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Application Specialist

SciLeads

STOP

- ⛔ Sending emails to people who aren't relevant
- ⛔ Making the emails too long
- ⛔ Writing generic marketing emails without a CTA
- ⛔ Asking them to book via your meeting link
- ⛔ Taking away from the question

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Follow-ups

Where the proper magic happens

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Getting Ghosted? STOP

- ⛔ Asking did you receive my email?
- ⛔ Saying “Just following up”
- ⛔ Saying “just” in general
- ⛔ Saying “maybe”, “could”, “should”, “perhaps”, “potentially”
- ⛔ Writing one word or writing a book
- ⛔ Including more than one CTA
- ⛔ CC’ing multiple people
- ⛔ Stopping
- ⛔ Having a huge thread
- ⛔ Only emailing

SciLeads

⛔ Don't

Last change to register!

Are you still interested?

No problem let's connect in Jan

Let me know if I can help

Let me know if you had any issues

I'm free all afternoon

Hopefully you had a chance to?

Write like you wouldn't speak normally

Be perfect all the time

Repeat the same words or points

✅ Do

If you haven't already registered

Is now a better time?

Perfect what day suits and we'll get that scheduled

How can I help?

Have you any questions?

I've two remaining slots

What did you think of the proposal?

Speak like a normal human

Make the odd mistake!

Be succinct

SciLeads

Real Examples

Sent to the SciLeads Team during ELRIG

To ○ Undisclosed recipients:

Hello,

Whether we chatted on Stand A14 or missed each other at ELRIG 2025, here's the 30-second summary:

- Programmable, LN_2-free cryopreservation for organoids, iPSC, stem-cell based therapies and more
- Controlled freeze and thaw with explicit nucleation and defined holds
- Closed-lid workflow with audit-ready run logs (GLP/GMP-friendly, clean-room ready)
- Interchangeable heads: cryovials, SBS plates, straws, cryobags
- Benchtop (~5 kg) & portable for consistent multi-site use

If you're considering or need to move away from passive containers (), we'll help you lock a transferable, repeatable profile to maximise post-thaw viability and function.

ELRIG attendee offer — ends 31 Dec 2025

Buy a nd get 2 free heads of your choice.

Why this matters:

- Start fast: choose the formats you run now (and the one you want to add next)
- De-risk adoption: validate across two formats without extra budget approvals
- Scale flexibly: swap heads as your workflow evolves

☒ To claim, quote "ELRIG 2025" on your reply or PO. (Flyer below.)

Book a quick call to map your current freeze/thaw to a rofile: Contact

LeiLeads

Hi Emily

You may have already spotted the video Charlotte and I shared on socials and in the delegate emails, but I wanted to personally drop you a note to see if you'd be up for arranging a quick meeting with one of our team at ELRIG.

We work with companies like yours to support temperature-controlled storage of biological samples, as well as in-house quality control testing of cell lines. If this is something you're exploring, we'd love to chat.

Let me know if you'd like us to get something in the diary or, if you'd prefer to keep it flexible, feel free to swing by Booth [ ] whenever suits you.

FYI… we're bringing cake too!

Looking forward to seeing you there,

[ ]

SciLeads

Re: Let's chat at ELRIG DD? External

Inbox

Summarise this email

R [redacted] Yesterday

to me

Laura,

Just finalising my schedule for drug discovery and curious if you're open to chatting?

Alternatively, you can always stop by booth C16 and say hi!

Hope to see you there!

Thanks,

[redacted]

> Laura, will you be in Liverpool for ELRIG DD?

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AXION BIOSYSTEMS

The Axion Circuit

News, publications, and more!

Axion BioSavings!

Order by December 15th



SciLeads

Featured publications



>> Engineered thoracic spinal cord organoids for transplantation after spinal cord injury

Researchers engineer thoracic spinal cord organoids that restored motor function after transplantation in mice, with **Maestro Pro MEA** recordings confirming function network activity before implantation.

Zhu Y et al. Nature Biomedical Engineering. 2025

Read now

Travel Awards

We love seeing your discoveries reach the community. Did you know Axion BioSystems has a **Travel Award** program to support scientists who are presenting data generated with Maestro or Omni platforms at upcoming conferences?

Learn more, see past awardees, and apply today!

Apply today!

SciLeads

Your Examples

Keep adding them in the Q&A box! (It's anonymous!)

Sent before PEGS Europe last week

Dear Dr. X,

I'm —-------- from —---------- .

I’d like to explore any cooperation on synthesis services. It might help with your R&D discovery cost savings.

—-------- offers a wide range of biotechnological services, including gene synthesis, metabolic pathway synthesis, oligo synthesis (probes and primers), siRNA, shRNA, ASO, miRNA ,CRISPR , synthetic DNA library ,cell-free protein expression and purification, peptide synthesis, as well as mRNA , circularDNA/RNA synthesis services.

Suppose you’re interested in this synthesis service. In that case, I’d love to arrange a meeting to explore how we can support your downstream projects with cost-effective synthesis services, including the latest circular ssDNA and circular RNA technologies.

This year，we have some promotional activities, such as a free third-generation sequence for the whole plasmid（less 20kb）, including the backbone and prompt minipack plamsid starting at 49 USD/ plasmid（DNA with insert into vector）

Wishing you continued success in your projects, and hope we can set a meeting to discuss details in PEGS Lisbon.

Best regards,

SciLeads

Dear Researcher,

You cited the traditional Western blotting technique in your recent work/publications. Did you know that you can do up to 13/25/100 absolute and relative analytical protein quantification assays within only 15 minutes hands-on time and achieve ELISA-Like data quality + Mw confirmation?

The instrument needs 3 hours automated runtime, you will achieve a superior performance and get significant more relevant and reproducible information out of your samples, which is ready for publishing with confidence.

Welcome to the innovative and unique Simple Western technology; where the benefits of Western Blot, SDS-PAGE, and ELISA are coming together in an automated and open, accessible technology.

For an easy and convenient introduction, I can recommend this 4½ minute video of the XXX system, our academic high research grade powerhouse, Meet X Video. Additionally, an overview brochure of the Simple Western technology and systems is attached as well for your further insights. The technology is widely adopted by the science community and in use by many companies, research hospitals and universities.

We have over 6000 Simple Western systems installed, various sites do have multiple systems, and our estimate is that a 60.000 protein & antibody researchers are using the technology on a regular base.

In Sweden, over 30 systems are in use in Stockholm, Uppsala, Lund, Linkoping, Gothenburg, Molndal & Lulea.

Are you interested to be a reference site for Umea?

Happy to discuss the special conditions with you.

I should be pleased to hearing from you.

Here's my online agenda link to schedule a meeting right away: Schedule a meeting

Kindest regards,

SciLeads

I hope you're well - it's great to be connected!

We analyse UK health datasets providing industry with a compelling case for NHS change. Our intelligent pathway solutions track patients across care settings over time to identify opportunities for your offering to add value and improve outcomes.

We'd love to explore how our patient level data analysis might support your value proposition with a complimentary data extract for a major UK centre.

Please let me know which pathway interests you and I'd be happy to discuss with you!

Just wondering if you had seen my previous message. Would you like a call to discuss further? In the meantime here's a link to find out more about our complimentary patient pathway data analysis.

www.homepagelink.com

SciLeads

Multiomics integrates molecular data—genomics, transcriptomics, proteomics, and beyond—to provide a more complete view of biological systems. However, traditional approaches often fall short and miss spatial context and dynamic cellular changes that influence drug targets, disease pathways, and understanding potential therapeutic responses.

5D multiomics with AVITI24™ takes this further by layering spatial, temporal, and single-cell resolution in addition to comprehensive molecular profiling. It lets you map not just what molecules are present, but where, when, and in which specific cell types—critical information for drug discovery, biomarker development, and functional genomics.

Our new eBook breaks it down. Inside, you'll learn:

- What defines 5D multiomics and why it matters for your research
- How fully automated workflows eliminate library prep and manual data integration
- Use cases across drug discovery and functional genomics

Whether you're scaling CRISPR screens or accelerating drug discovery pipelines, unified 5D data can accelerate your workflows from weeks to days.

Download the eBook

SciLeads



at AAPS

We are thrilled to attend AAPS in San Antonio next week! It's a busy show, with a total of 9 talks and posters! We will also share some of our latest technologies, including **biorelevant release predictions** for long-acting injectables, **4D CT analysis of tablet dissolution**, and sGAN structure synthesis for **digital formulation development**.

Discover our latest solutions

Wednesday

Investigating the Physical Stability of GENE-A Dry Powder for Inhalation Using Solid-State Techniques

10:30 AM | Poster Forum 6

With Genentech

We look forward to seeing you there!

SciLeads

Hi ,

I hope you're doing well. I'm with [our company], a shared lab in Greater Boston that specializes in supporting life science R&D teams from seed stage through IPO.

Most biotech teams assume shared labs are just a short-term launchpad, but that's not true here. At [our company], we have early-stage companies starting their first experiments and well-established teams running full R&D programs. Our members get top-quality equipment, full backend lab operations, and easy access to Boston's biotech talent, ensuring their science never slows down.

Here's a quick look at a few of the instruments available at [our company]:

- Cell sorter (BD FACS Melody)
- Digital PCR (Thermo Fisher Absolute Q)
- Spectral Flow Cytometry (Cytek Aurora)
- Multiplexing Assay Reader (MSD)
- Digital SPR (Nicoya)
- Plate readers, Western blot, UHPLC, and more

If your team needs the best equipment, support, and flexibility to move fast, [our company] was built for you.

Would you be open to a quick chat to see how

SciLeads

Follow-up...

Hi ,

I'm following up in case my earlier note was buried. At [our company], we have seen multiple current member companies achieve success by starting at one or two benches in our shared space, then scaling up into one of our fully equipped private lab suites.

The ability we give our members to grow all within the same facility has been something they have found incredibly valuable, as their science is minimally disrupted when they scale up, with a partner they can grow with over an extended period of time.

In one of our recent satisfaction surveys, a current member shared: "[our company] remains an excellent option for Biotechs, providing some of the best equipment access options of any facility in the nearby greater Boston area." Comments like this reflect the experience of many of our members, who consistently highlight our exceptional lab conditions, the quality of our shared equipment, and the supportive environment that we provide.

If you're available, I'd love to show you how we can make our model work for you and the entire team.

Would you be open to a quick conversation?

Best,

Me

As ABC Pharmaceuticals advances XXX into Phase 3 trials, we recognise the critical importance of ensuring a seamless transition from clinical development to commercial readiness. We are uniquely positioned to support this journey with our expertise in oral solid dose manufacturing and packaging.

We would welcome the opportunity to partner with you on:

- Tech Transfer
- Scale-up & Process Optimisation
- Commercial Manufacturing & Packaging

We'd be delighted to explore how we can support your team as you prepare for pivotal readouts and commercial launch.

Please suggest a convenient time to connect.

SciLeads

I'm X, reaching out from X, where we provide preclinical muscle biology testing services. Our platform is a 3D muscle model that delivers functional readouts in both human and animal cell types, enabling earlier go/no-go decisions and helping reduce preclinical risk for new therapeutics. Our models include skeletal muscle, neuromuscular junction and sensory neurons. Previous studies have including using these models to study disease, injury and regeneration. We believe this technology could complement your development of therapies for (specific thing) and (specific thing).

We'd love to learn more about the challenges your team faces in this area and explore how X's technology might help accelerate your programs. Would it be possible to speak to some in your research and development team? Or I can send over a slide deck outlining our technology?

SciLeads

How are you?

I wanted to share that I have recently switched over from R&D to become a Sales Specialist for MyCompany. No rush, I am just curious to know if there is a way I can connect and work with you and your team later to develop ways to work together to enhance your current workflow with RNA therapeutics for neurodegernative diseases and oncology.

Thanks so much; it would be great to have a chat.

SciLeads

I hope this message finds you well. I wanted to introduce myself as your new Account Executive at MyCompany. I'm excited to step into this role and continue the strong relationship you've built with our team.

Thank you for your past business and partnership—it's truly appreciated. I look forward to learning more about your current and future projects and exploring how MyCompany's solutions can support your goals.

MyCompany is a pioneer in spatial biology, best known for our RNAscope™ in situ hybridization technology, which offers single-molecule sensitivity and unmatched specificity for RNA detection. With over 10,000 peer-reviewed publications and 50,000+ unique probes, our platform has become the gold standard for spatial RNA analysis in both research and clinical settings2.

We're constantly innovating—most recently with our protease-free RNAscope multiomics workflow, which enables same-slide detection of RNA and protein biomarkers while preserving tissue morphology. This opens powerfopens powerful new possibilities for understanding disease pathology and therapeutic response at the single-cell level.

Whether you're working on biomarker validation, drug development, or precision medicine, ACD's technologies are designed to help you visualize biology in transformative new ways.

If there's anything you need or any upcoming initiatives you'd like to discuss, I'm here and happy to help.

Looking forward to connecting soon.

SciLeads

Thanks for connecting! How are you? As you may know I work for MyCompany and wanted to know if you had some time this week to chat with me to see if there's anything I can do to help improve your currently workflow. I understand that you and your team focus on fluorescence microscopy and other imaging methods. I have previously worked in pharma so I can help share some helpful insight from my perspective.

Please let me know. I look forward to speaking with you!

Thanks,

Not sure if you are aware but I now work for MyCompany as a Technology Sales Specialist. I do want to thank you again for your assistance when helping me find work.

Since you are still the head of biology with a focus in at Vincere, I was curious to know if you and your team are considering new imaging technologies for the upcoming year. We can arrange a call after the holidays if you want to talk more.

Thanks,

SciLeads

I'm X, reaching out from X, where we provide preclinical muscle biology testing services. Our platform is a 3D muscle model that delivers functional readouts in both human and animal cell types, enabling earlier go/no-go decisions and helping reduce preclinical risk for new therapeutics. Our models include skeletal muscle, neuromuscular junction and sensory neurons. Previous studies have including using these models to study disease, injury and regeneration. We believe this technology could complement your development of therapies for (specific thing) and (specific thing).

We'd love to learn more about the challenges your team faces in this area and explore how X's technology might help accelerate your programs. Would it be possible to speak to some in your research and development team? Or I can send over a slide deck outlining our technology?

Dear Name,

I hope you're doing well. I'm Name from MyCompany, where we specialize in developing translational in vivo models for immuno-oncology research that could accelerate Fate Therapeutics' pipeline development and work with some of the major pharma companies such as AstraZeneca, BMS and many more.

In particular:

Human checkpoint models (e.g., hPD-1/hPD-L1, hLAG-3, hTIGIT) in an immunocompetent background.

BRGSF-HIS human immune system model, a model with no GvHD or side effects upon CD34+ cell reconstitution.

Custom humanized targets (e.g., hCD3ε, PanhCD3, hCD28, hCD39) and a unique humanized FcγR model.

We'll be at SITC 2025 next week (Booth X) and would be glad to schedule a brief meeting with you and your colleagues to discuss how our products could complement your ongoing work.

Would you have 15 minutes for a quick chat during the conference?

Looking forward to connecting,

Wish you a good day,

XY

SciLeads

I hope you are well. I am reaching out from X, where we support research and development by providing high-quality biobanking, sample processing, and long-term storage for a wide range of organisations across the life sciences sector.

You may already be familiar with our involvement in large national programmes, but I wanted to share a brief overview of what we offer xyz:

We would be very happy to invite you for a visit to see our facilities and to learn more about the types of work your team is involved in. There is no pressure or expectation. It is simply an opportunity to connect and understand where our capabilities might be helpful now or in the future.

If this sounds useful, I would be glad to arrange a suitable time.

Dear x,

I hope you're doing well.

My name is A, and I'm a Sales Manager with B. I've been following Companys' work in neurodegenerative disease, especially your emphasis on biomarker driven therapeutic development. I noticed that the company is currently open to strategic partnerships as well as that you partner with one of our ongoing collaborators, Z. Given this alignment, I wanted to reach out to introduce our capabilities in case they could support your upcoming programs.

A bit about B: we are a CAP-accredited and CLIA-certified contract research organization offering a wide range of multi-omics services. We are also a certified Olink Service Provider. Most recently, we implemented Olink Proteomics' new Target 48 Neurodegeneration panel, which measures absolute quantification of 41 biomarkers relevant to neurodegenerative pathways. I've attached the gene list here for your review in case it could be of interest to your team.

Beyond Target 48, we also support Olink Reveal, Olink Explore HT, for biomarker discovery and a comprehensive portfolio of genomics, transcriptomics, proteomics, and spatial biology services. More details on our offerings can be found on our website.

I'd be happy to set up a brief call to learn more about X's current initiatives and explore whether any of our capabilities could be a helpful fit.

Thank you for your time, and I look forward to connecting.

Best regards,

SciLeads

I'm reaching out because your work in the **** Lab on molecular factors in reprogramming and engineered cell identity aligns closely with the applications that MYCOMPANY's instrument support. It enables rapid, plate-based quantification of identity and regulatory markers, allowing you to track reprogramming trajectories or compare heterogeneous cell states with consistent, reproducible readouts.

Il'd love to hear about how you currently image in your experiments and see whether the INSTRUMENT could support a project you have underway. Could we connect sometime next week? I am available anytime Monday 11/24 and Tuesday 11/24 after 11am.

Thanks,

SciLeads

Dear X,

I hope you've had a chance to enjoy some well-deserved vacation time.

We have yet to be properly introduced, but I'm "Made Up Nam, Immunoassay Specialist for the Nordics, focusing on immunoassay solutions.

Reproducibility and the time-consuming nature of immunoassays are common challenges that can impact data quality and confidence in results. I'm curious how these issues might be affecting your work within the scope of Tumour Cell Biology.

Are you 100% satisfied with your protein quantification methods? What if you could quantify up to 8 proteins simultaneously, with as little as 25uL sample volume, with just 15 minutes of hands-on prep and 90 minutes total runtime, all while achieving unparalleled high precision, reproducibility, and a wider dynamic range?

For an easy and convenient introduction, here's a quick 1m42s introduction: Meet the ELLA

If you're open to a brief chat, please let me know a convenient time and I'll send an invite.

Looking forward to hearing from you,

Name

Hello name

I wanted to reach out and introduce myself. I'm part of the Custom Team at MyCompany, now integrated with CompanyA, where we specialize in antibody engineering, bioconjugation, and custom reagent solutions.

We've had the pleasure of working with Light Chain Bioscience in the past on numerous expression projects. I understand you may now have these capabilities in-house, but I believe it would still be valuable to reconnect and have a catch up.

The team are keen to hear how things are progressing at (biotech company), we could share a brief overview of who we are post-merger, and explore whether there might be opportunities to collaborate in new ways.

Would you be open to a short call with our CSO, (his name) and myself? Does next Thursday work for you?

Looking forward to hearing from you

Best regards,

SciLeads

Hi Hasan:

I hope you're doing well. I wanted to introduce myself—I'm My Name, your new Account Manager at MyCompany. I would love to learn more about your current workflow.

It looks like your team has included some of our kits in previous orders, and we'd be happy to support you with any protocol optimization, troubleshooting, or new applications you might be exploring.

I'll be in the area the week of December 8 and would love to stop by for an onsite visit if your team is available. Let me know if that works for you or if there's a better time to connect.

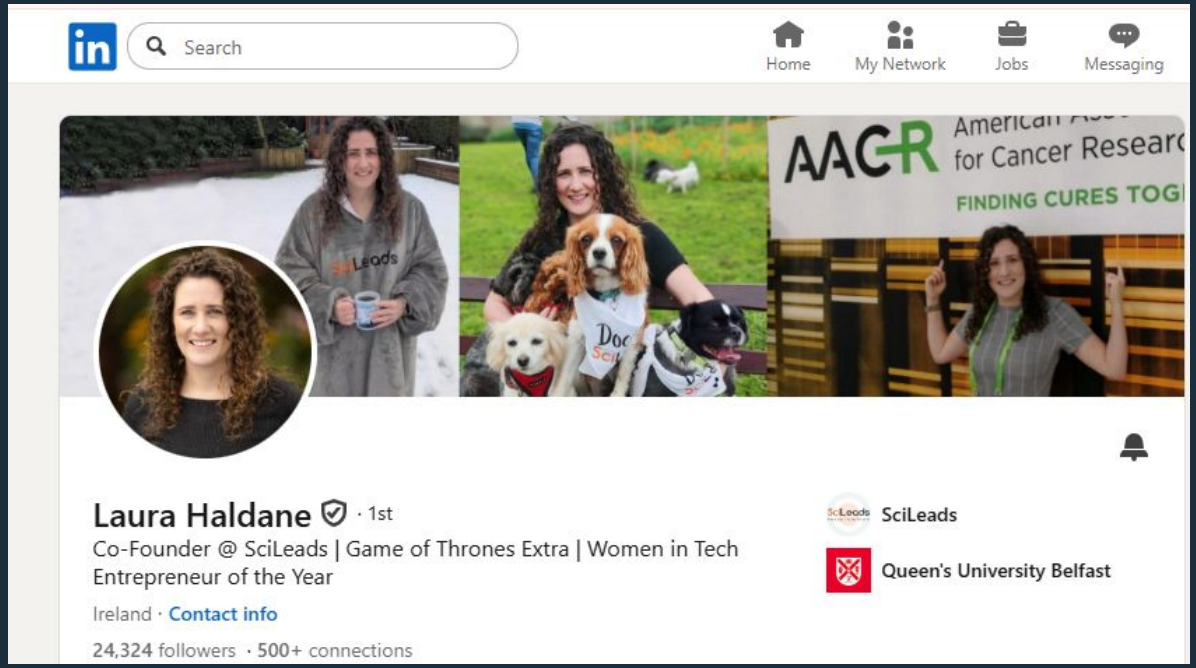
Looking forward to working together!

Best regards,

Let's Connect!

Any I missed in the Q&A box - I'll catch up with you on email!

DM me on LinkedIn any time to review your emails.



SciLeads